

## The Business Model Canvas for *Les macarons de Pauline*

PARTNER NETWORK	CORE ACTIVITIES	OFFER	CUSTOMER RELATIONASHIPS	CUSTOMER SEGMENTS
1 - Local collectivities in Grenoble (schools, leisure centers for kids and the elderly...)	Dual business: Selling a product (macarons) and a service (teaching my know-how through macarons-making classes)	To sell fresh, home-made, custom-made Parisian macarons for the people in Grenoble and its area	1 - My network, ideal to launch this type of food business (family in the restaurant business) -> use of words of mouth 2 - The local communities (communication through local press/newspaper) 3 - The web: my website, my blog and Web 2.0 (Facebook and Twitter)	Rather a niche: my business answers specific market needs (macarons lovers), is limited to the population of Grenoble and its area, and has few competitors
2 - The Chamber of Commerce and Industry of Grenoble, for the legal advice and to help me launch my business under the auto-entrepreneur status	KEY RESOURCES	To teach macarons-making classes for groups or individuals, at people's place or at mine, in Grenoble or elsewhere	DISTRIBUTION CHANNEL	
	A well-equipped kitchen to the standards		The business is an online boutique, but the macarons are delivered by me with a small fee if people can't pick them up at my place. Advertisement (with local media, including local newspaper) and the use of Web 2.0 will be used.	
3 - Local businesses to build a network (event planners, wedding planners, corporate-event organizers...)	A professionally-designed and highly functional web-boutique			
COST STRUCTURE		REVENUE STREAM		
<b>Due to the business context:</b> Investment in professionally-designed logo and website (the web boutique). Trademark on logo and business name . Marketing to introduce and promote business (starting just before the launch)	<b>Due to the type of business:</b> Investment in professional baking material. Upgrade of my kitchen and equipment to the standards. Operating costs (water, electricity...)	1 - From the class fees (20€/hour)	2 - From the sales of macarons (80cts each, minimum 12 per order ) + Making of macarons towers for special events (weddings, baptisms, parties...)	3 - Advertising from partners on my website/blog?